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**B8F FBG**

(56) Documents Cited

**GB 2264097 A**

**GB 2053140 A**

**GB 1491224 A**

**GB 1292962 A**

**GB 1216539 A**

**EP 0775643 A1**

**EP 0349670 A1**

(58) Field of Search

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**INT CL<sup>6</sup> G09F 3/02**

## (54) Label with releasable flap

(57) A label with one surface having regions of adhesive 6 which can be adhered to an object 4 has areas of weakness 10, 12 formed by perforations which define a flap 8. The flap 8 can be peeled back from the object and remain attached to the label, or removed totally from the adhered portion of the label. The flap can also have a tab 14 for ease of removal and/or a layer of temporary adhesive 16 to allow re-closure of the flap 8. The label can also have an adhesive free tab (18) attached to the flap 8 or can have a tab cut inside the label (24) to allow ease of removal of flap 8. The flap 8 can enclose a separate sheet of printed matter which can be temporarily adhered to the flap 8. The label can also be made of transparent plastic with two layers of printed matter on the reverse side of the flap and an opaque layer between those two layers.

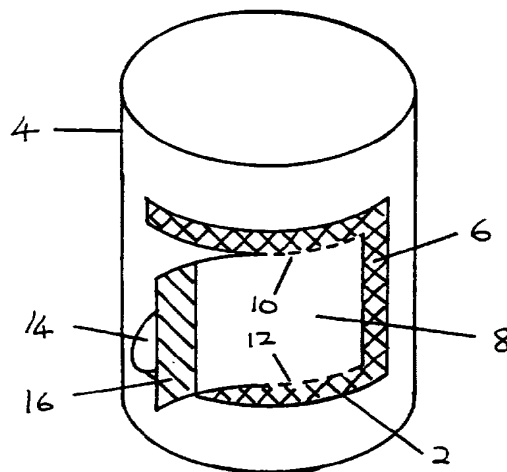


Figure 1

The claims were filed later than the filing date within the period prescribed by Rule 25(1) of the Patents Rules 1995

This print takes account of replacement documents submitted after the date of filing to enable the application to comply with the formal requirements of the Patents Rules 1995

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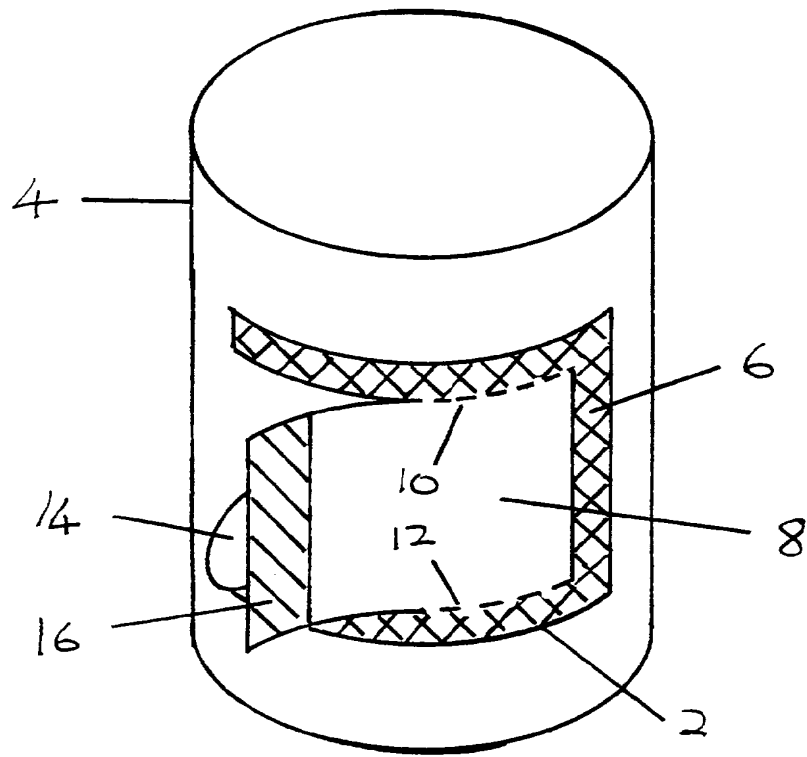


Figure 1

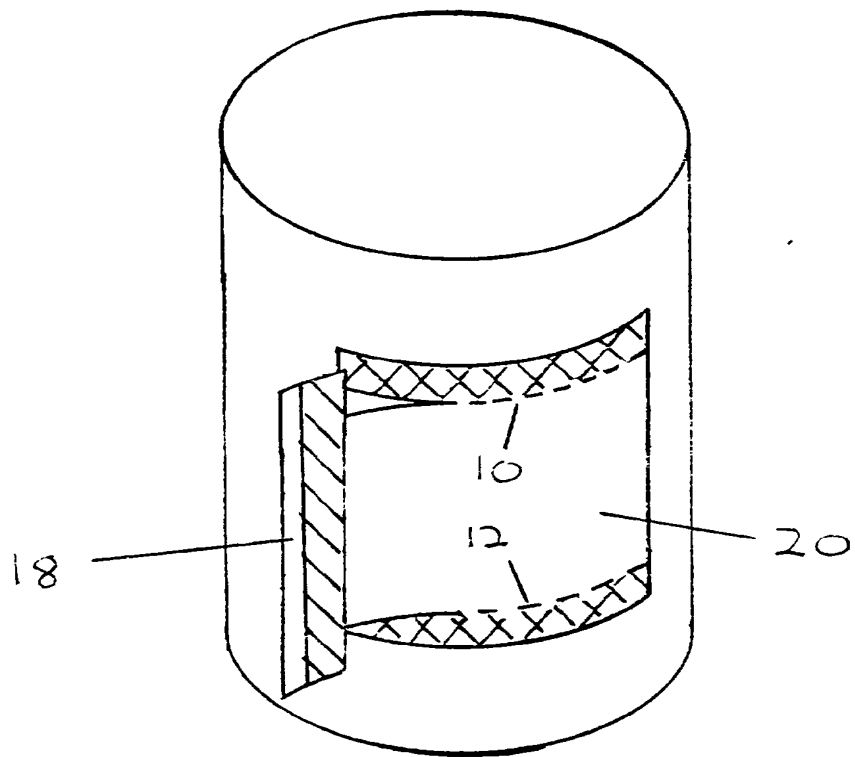


Figure 2

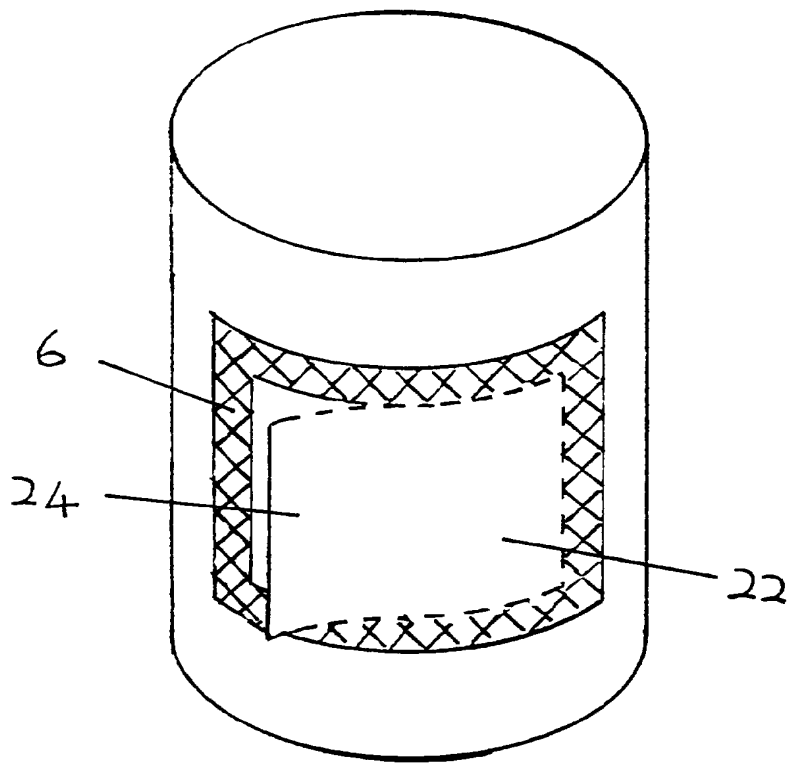


Figure 3

Labels

The present invention relates to a label, and more particularly to a label having a portion which may be peeled back or released.

It is well known to apply labels to products to  
5 identify and/or provide information about those products. However, a limitation of existing labels is that they are restricted in the amount of information that they may provide by the dimensions of the label itself. Also, such labels, when printed with information such as recipe suggestions on  
10 foodstuffs, coupons, etc., may not be readily removable from the product.

I have now devised a label which overcomes these limitations of existing labels, yet is relatively straight-forward and economical to produce and to apply.

15 In accordance with the present invention, there is provided a label having a surface coated with one or more regions of adhesive and formed with one or more lines of weakness to define a panel such that, once the label has been applied to an a product said panel may be peeled back and/or  
20 released from said label.

Preferably areas of said label not corresponding to said panel are coated with one or more regions of relatively strong or permanent adhesive so that they become relatively strongly or permanently bonded to the product

25 Areas of said label corresponding to said panel may be coated with one or more regions of relatively weak or temporary adhesive, which adhesive may allow said panel to be re-attached to the product subsequent to its peeling back or release from said label.

30 Preferably said panel comprises an adhesive-free region which forms a tab for peeling back and/or releasing the panel.

The line of weakness which defines the panel may comprise a line of perforations or a pre-scored line.

35 Preferably said panel is printed over its front and/or rear surface to provide e.g. product information. It will be appreciated that peeling back the panel allows printing on the

reverse of the panel to be viewed, and that releasing the panel from the label allows any information printed thereon to be retained once its supporting product has been disposed of.

In one embodiment of the present invention, said label  
5 is arranged to encapsulate a separate printed element, e.g. a tag or ticket, or a hologram, between said panel and said product: this element may be adhered to the reverse of said panel.

The panel of the label may be in the form of a flap  
10 which can be peeled back from one end of the label but remain attached adjacent the opposite end of the label.

Preferably said label comprises plastics material which is preferably transparent.

Where said label comprises transparent material, a  
15 first printed layer and a second printed layer may be applied to the reverse of said label, the printed layers being separated by an opaque layer so that they are visible from opposite sides of the label respectively.

Said label may also comprise heat shrinkable material  
20 so that, for example, having been adhered to a product, heat may be applied to the label to remove any wrinkles or creases therein.

Also in accordance with the present invention, there is provided a strip formed with or carrying successive labels each  
25 as defined above.

In a first preferred embodiment of said strip, successive labels are carried upon a backing strip, from which they may be individually removed and applied to intended products. In this case, the front surface of the backing strip  
30 may be coated with a release agent e.g. silicone.

In a second preferred embodiment of said strip, successive labels are formed as a continuous strip which may be wound upon itself. In this case, the front surface of the strip of labels may be coated with a release agent e.g.  
35 silicone.

Embodiments of the present invention will now be described by way of examples only and with reference to the accompanying drawings, in which:

FIGURE 1 is a perspective view of a first embodiment of

label in accordance with the present invention, shown attached to a cylindrical container;

FIGURE 2 is a perspective view of a second embodiment of label; and

5       FIGURE 3 is a perspective view of a third embodiment of label.

Referring to Figure 1 of the drawings, there is shown a rectangular label 2 secured to a cylindrical container 4 by means of a region of permanent adhesive 6 extending around  
10 three of its peripheral edges on its reverse side. A flap 8 having two perforated edges 10 and 12, is shown having been partially released from the remainder of the label by pulling on an adhesive-free tab 14 at its free end. A region of temporary adhesive 16 enables the free end of the flap to be  
15 re-secured to the container 4, subsequent to its having been peeled back.

The label of Figure 2 differs from that of Figure 1 in that an adhesive-free portion 18 extends along an entire edge of the rectangular label, to form the tab for peeling back the  
20 panel 20. Forming the tab in such a manner allows each label to be butt-cut from a continuous strip of labels.

Also in Figure 2, the perforations 10 and 12 extend the entire length of the label 2 so that the panel 20 may be fully removed from the container. This feature may be desirable  
25 where the panel 20 is printed, for example, with a recipe or a money-off coupon, to be retained when the container is disposed of.

Figure 3 shows yet another label wherein the region of permanent adhesive 6 extends around the entire perimeter of the  
30 label. The panel 22 is cut to provide a tab 24 at one end, the remainder of the panel perimeter being perforated so that the panel may be removed from the container.

In addition, or as an alternative to carrying printed information, any of the labels thus described may, in  
35 accordance with the present invention, be used to encapsulate an item such as a printed tag or ticket or a hologram, between its flap or panel and the container to which it is attached.

It will be appreciated that the examples described represent only a sample of the variety of labels that may be

produced by combining various features in accordance with the present invention.

Claims

- 1) A label having a surface coated with one or more regions of adhesive and formed with one or more lines of weakness to define a panel such that, once the label has been  
5 applied to a product, said panel may be peeled back and/or released from said label.
- 2) A label as claimed in Claim 1, wherein areas thereof not corresponding to said panel are coated with one or more regions of relatively strong or permanent adhesive so that  
10 those areas become, in use, relatively strongly or permanently bonded to said product.
- 3) A label as claimed in Claim 1 or 2, wherein areas thereof corresponding to said panel are coated with one or more regions of relatively weak or temporary adhesive.
- 15 4) A label as claimed in Claim 3, wherein said regions of relatively weak or temporary adhesive allow said panel to be re-attached to the product subsequent to its peeling back or release from said label.
- 5) A label as claimed in any preceding claim, wherein said  
20 panel comprises an adhesive-free region which forms a tab for peeling back and/or releasing said panel.
- 6) A label as claimed in any preceding claim, wherein the or each line of weakness which defines said panel comprises a line of perforations or a pre-scored line.
- 25 7) A label as claimed in any preceding claim, wherein said panel is in the form of a flap which can be peeled back from one end of the label but remains attached adjacent the opposite end of the label.
- 8) A label as claimed in any preceding claim, arranged to  
30 encapsulate a separate printed element between said panel and said product.



- 9) A label as claimed in Claim 8, wherein said printed element is adhered to the reverse of said panel.
- 10) A label as claimed in any preceding claim, comprising plastics material.
- 5 11) A label as claimed in Claim 10, comprising heat shrinkable material.
- 12) A label as claimed in Claim 10 or 11, comprising transparent material.
- 13) A label as claimed in any preceding claim, wherein said  
10 panel is printed over its front and/or rear surface.
- 14) A label as claimed in Claim 13 appended to Claim 12, wherein a first printed layer and a second printed layer are applied to the reverse of said label, the printed layers being separated by an opaque layer so that they are visible from  
15 opposite sides of the label respectively.
- 15) A label substantially as herein described with reference to the accompanying drawings.
- 16) A strip formed with or carrying successive labels each as defined in any of Claims 1 to 15.
- 20 17) A strip as claimed in Claim 16, wherein successive labels are carried upon a backing strip, from which they may be individually removed and applied to intended products.
- 18) A strip as claimed in Claim 17, wherein the front surface of said backing strip is coated with a release agent.
- 25 19) A strip as claimed in Claim 16, wherein successive labels are formed as a continuous strip which may be wound upon itself.
- 20) A strip as claimed in Claim 19, wherein the front

surface of said strip is coated with a release agent.

21) A strip formed with or carrying successive labels, said strip being substantially as herein described with reference to the accompanying drawings.



**Application No:** GB 9614874.7  
**Claims searched:** 1-21

**Examiner:** Paul Jenkins  
**Date of search:** 1 October 1997

**Patents Act 1977**  
**Search Report under Section 17**

**Databases searched:**

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK Cl (Ed.O): B8F (FBG)

Int Cl (Ed.6): G09F 3/02

Other:

**Documents considered to be relevant:**

Category	Identity of document and relevant passage	Relevant to claims
X	GB 2264097 A (AVERY) whole document particularly the figures	1-2, 5-9, 13, 16-17
X	GB 2053140 A (ABBOTT LABORATORIES) figures 1-3 and page 1 lines 104-114	1-2, 6, 16-17, 19-20
X	GB 1491224 (WALLER) all figures and page 1 lines 34-54	1-2, 5-6, 16-18
X	GB 1292962 (THOMPSON) the figure and page 1 lines 45-62	1-3, 6, 13, 16-18
X	GB 1216539 (WILSON) Figure 26 and page 11 lines 25-41	1-2, 5-6
Y	EP 0775643 A1 (SLEEVE) All figures	11
X,Y	EP 0349670 A1 (HAGEN & SORENSEN) Figure 1 and the abstract	X: 1-3, 6, 10, 12-13 Y: 11

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art.
Y	Document indicating lack of inventive step if combined with one or more other documents of same category.	P	Document published on or after the declared priority date but before the filing date of this invention.
&	Member of the same patent family	E	Patent document published on or after, but with priority date earlier than, the filing date of this application.